

|  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|
|  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|

# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 2, 2017/2018

### MCM 7133 – HUMAN COMMUNICATION IN KNOWLEDGE MANAGEMENT

(All sections / Groups)

29 JANUARY 2018  
10.00 a.m. – 12.00 p.m.  
(2 Hours)

---

#### INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 3 pages including cover page with 5 Questions only.
2. Answer **FOUR** out of **FIVE** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please print all your answers in the answer Booklet provided.

Choose and Answer FOUR (4) questions. All questions carry equal marks and the distribution of the marks for each question is given

**Question 1**

A) Context is the environment, 'framework' or setting within which the communication takes place. With proper example describe the physical context and cultural context?  
(20 Marks)

B) Intrapersonal Communication is a self to self-communication. How intrapersonal communication does play an important role in interpersonal communication?  
(5 Marks)

**Question 2**

A) Organizational knowledge is about the Know-what, Know-how, know-why, know-who and know-where in an organization. Give three (3) examples of how to keep the organizational knowledge in your company?  
(15 Marks)

B) Web 2.0 has played an important role in communication. What are the impacts of Web 2.0 communication in an organization as well as the employee?  
(10 Marks)

**Question 3**

A) What is knowledge fair? What are the benefits of organizing Knowledge fair?  
(15 Marks)

B) Based on your visit in Assignment 2, what are the similar elements between the expo and knowledge fair?  
(10 Marks)

**...Continued**

**Question 4**

A) Devil's Advocate is one of the ways to prevent groupthink in an organization. How best can you deal with Devil's Advocate in your team?

(10 Marks)

B) Give 5 reasons why we tell stories in organization?

(15 Marks)

**Question 5**

A) Resolution strategies are part of the conflict resolution process. What are the five (5) resolution strategies that can be taken?

(10 Marks)

B) Employers need to understand what motivates Millennial, what excites them and how they approach their careers. Explain 3 factors that the millennial generations want from their employers?

(15 Marks)

**End of Page.**